

# COMMUNICATION STUDIES

*Department of Communication Studies*

## Program Description

Communication Studies is a broad-based discipline concerned with the exchange of messages in interpersonal and mediated situations and with the impact of such exchanges on society. Courses focus on understanding the communication process and developing skills to communicate effectively. The Department offers a wide range of courses in interpersonal, group, and organizational communication, rhetorical theory and criticism, public relations, mass communication and research methodologies.

## Degree Programs

BA in Communication Studies (General Communication): (<https://catalog.csus.edu/colleges/arts-letters/communication-studies/communication-studies/ba-in-communication-studies-general-communication/>)

- For students who focus on International and Intercultural; Interpersonal Communication; Mass Communication; New Media; Organizational Communication; Rhetoric and Social Influence or Small Group Communication.

BA in Public Relations (<https://catalog.csus.edu/colleges/arts-letters/communication-studies/communication-studies/ba-public-relations/>)

- For students who wish to prepare for a professional career in public relations.

Minor in Communication (<https://catalog.csus.edu/colleges/arts-letters/communication-studies/communication-studies/minor-in-communication-studies/>)

Minor in Digital Communication and Information (<https://catalog.csus.edu/colleges/arts-letters/communication-studies/communication-studies/minor-in-digital-communication-and-information/>)

MA in Communication Studies (<https://catalog.csus.edu/colleges/arts-letters/communication-studies/communication-studies/ma-in-communication-studies/>)

## Special Features

- Communication Studies faculty possess professional expertise and academic excellence. Faculty maintain a high level of scholarly publication, creative activity, consulting, and outstanding teaching.
- The Sacramento State Debate Program is highly ranked nationwide with opportunities for both experienced and beginning debaters.
- The Department's Internship Program serves over 100 students each semester with internships in government agencies, private industry, TV stations, and public service organizations.
- The Department sponsors Epsilon Phi, a chapter of the National Communication honors society Lambda Pi Eta. Students eligible for membership participate in a variety of activities and are recognized at the university's graduation ceremony.
- The Department also sponsors PRSA, our student chapter of the Public Relations Student Society of America.

## Career Possibilities

Community Relations Director · Organizational Trainer · Organizational Newsletter Editor · Public Information Specialist · Media Technician · Organizational Consultant · Organizational Trainer and Developer · Personnel Staff · Public Service Agency Staff · Corporate Media Director · Communication Consultant · Public Relations Professional · Video Editor · Video Producer or Director · Health Educator · Fund Raiser · Media Sales and Promotion Staff · Multimedia Project Manager · Community College Instructor · Lobbyist · Speech Writer · Minister · Lawyer · Politician · Consumer Market Researcher · Staff Analyst · Focus Group Leader · Political Campaign Staff · Public Affairs Director · Advertising Account Executive

## Contact Information

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 Department of Communication Studies Website (p. 1)

## Faculty

AGUILAR, KIMBERLY

BONILLA, DIEGO

DUGAN, MOLLY A.

FLORES, CARLOS

FOSS-SNOWDEN, MICHELE S.

GALE, ELAINE E.

GALLO, FERNANDO

HONG, CHENG

HOWARD, TIMOTHY L.

IRWIN, JACQUELINE "Jaccie"

JANOS, DAN

KASIC, KATHY

LUDWIG, MARK D.

MALVINI REDDEN, SHAWNA

MILLER, CHRISTINE

MORLEY, MORGAN

NEWSOME, CHEVELLE A.

OMORI, KIKUKO

REESE, PHILLIP

STARK, JENNY

STITT, CARMEN

TERRY, ANDREA

TUDOR, KRISTEN A.

WILLIAMS, MARK A.E.

WOO, NATE

ZUCKERMAN, S. DAVID

**COMS 2. Argumentation. 3 Units**  
**General Education Area/Graduation Requirement:** Critical Thinking (1-B)  
**Term Typically Offered:** Fall, Spring

Practice in argumentation, critical evaluation, evidence, and reasoning. Basic principles are applied in a variety of formal and informal advocacy situations. Concepts of argument structure and context are discussed and applied.

**Note:** Majors must complete with a grade of "C-" or better.

**COMS 4. Introduction to Public Speaking. 3 Units**  
**General Education Area/Graduation Requirement:** Oral Communication (1-C)  
**Term Typically Offered:** Fall, Spring

Theory and technique of public speaking. Emphasis on organizing, supporting, and clearly stating ideas. Practice in informative and persuasive speaking.

**COMS 4H. Honors Public Speaking. 3 Units**  
**Prerequisite(s):** Open only to Honors students.  
**General Education Area/Graduation Requirement:** Oral Communication (1-C)  
**Term Typically Offered:** Fall, Spring

Provides both theoretical and practical training in the art of public discourse. Students learn both to recognize and to demonstrate the strategic processes of organizing and delivering speeches, especially within the context of global citizenship issues. Students are also introduced to the basic idea of forming reasonable challenges to speech in the public square.

**COMS 5. The Communication Experience. 3 Units**  
**General Education Area/Graduation Requirement:** Oral Communication (1-C)  
**Term Typically Offered:** Fall, Spring

Basic skills and introductory concepts necessary for effective communication in a variety of settings. Special emphasis on practical experiences within groups, facilitation of interpersonal relationships, and methods of conflict resolution.

**Note:** Not recommended for COMS majors in General, Organizational or Public Relations concentrations.

**COMS 8. Interpersonal Communication Skills. 3 Units**  
**Term Typically Offered:** Fall, Spring

Basic skills and introductory concepts for examining and altering interpersonal communication. In addition to lectures and discussions, students engage in structured interpersonal exercises and simulations to practice interpersonal communication skills such as listening, paraphrasing, describing feelings and intentions, and giving and receiving criticism.

**Note:** Majors must complete with a grade "C-" or better.

**COMS 21. First Year Seminar: Becoming an Educated Person. 3 Units**  
**Term Typically Offered:** Fall, Spring

Introduction to the nature and possible meanings of higher education, and the functions and resources of the University. Helps students to develop and exercise fundamental academic success strategies and to improve their basic learning skills. Students interact with fellow students and the seminar leader to build a community of academic and personal support.

**COMS 26. Introduction to Capturing and Editing Digital Media. 3 Units**  
**Term Typically Offered:** Fall, Spring

Developing skills in producing photographic, graphic and animated materials used for the World Wide Web and multimedia.

**COMS 55. Media Communication and Society. 3 Units**  
**Term Typically Offered:** Fall, Spring

Introduction to the basic concepts of mass communication, including the effects, uses, and functions associated with the goods and services of mass media. Examination of the ways mass media combine with other institutions to affect the organization, design, and comprehension of messages, as well as political thought, cultural beliefs, and economic behavior.

**Note:** Majors must complete with a grade of "C-" or better. Cross Listed: JOUR 55; only one may be counted for credit.

**COMS 100A. Survey of Communication Studies. 3 Units**  
**Term Typically Offered:** Fall, Spring, Summer

Survey of various theories of communication. Attention given to such topics as verbal and nonverbal coding, information processing, interpersonal and small group communication, organizational communication, the structure and effects of mediated communication, rhetorical criticism, and research in communication.

**Note:** Majors and minors must complete with a grade of "C-" or better.

**COMS 100B. Rhetoric and Social Influence. 3 Units**  
**Prerequisite(s):** COMS Studies Majors only. COMS 2 and COMS 4 (COMS 5 is accepted for COMS 4 for MCOM majors) or transfer equivalents; Junior standing; a WPJ Portfolio score OR ENGL 109M or ENGL 109W 109W).

**Corequisite(s):** COMS 100A

**General Education Area/Graduation Requirement:** Writing Intensive Graduation Requirement (WI)

**Term Typically Offered:** Fall, Spring, Summer

Detailed examination of texts on controversial issues in order to illustrate the varied forms of rhetorical action and the diverse modes of rhetorical analysis. Examples drawn from the literature of classical/contemporary rhetors.

**Note:** Majors must complete with a grade of "C-" or better

**COMS 100C. Social Scientific Methods in Communication Research. 3 Units**

**Prerequisite(s):** COMS 100A; may be taken concurrently.

**Term Typically Offered:** Fall, Spring, Summer

Empirical methods commonly applied during communication research. Survey of the concepts fundamental to the social scientific study of communication, including conceptual and operational definitions, sampling, measurement, experimental design, independent and dependent variables, and quantitative data analysis.

**Note:** Majors must complete with a grade of "C-" or better.

<b>COMS 101. Information Management and Privacy.</b> 3 Units <b>Term Typically Offered:</b> Fall, Spring	<b>COMS 114. Communication and American Culture.</b> 3 Units <b>Term Typically Offered:</b> Fall, Spring, Summer
<p>Students develop skills to use information proficiently in digital environments. In order to cope with information overload, students learn how to define and limit informational needs, how to access and evaluate information critically, and how to analyze and integrate information purposefully. The course teaches students evolving strategies and techniques for maintaining personal information spaces and security.</p>	<p>Critical analysis of the ways modern American media interact with the conduct of American life; emphasizes the role of commercialism and other aspects of contemporary American capitalism; examines the problem of personal development and relationships in the context of a commercially dominated media system.</p>
<b>COMS 103. Presentational Speaking in the Organization.</b> 3 Units <b>Prerequisite(s):</b> A general education oral communication course. <b>Term Typically Offered:</b> Fall, Spring, Summer	<b>COMS 115. Nonverbal Communication.</b> 3 Units <b>Term Typically Offered:</b> Fall, Spring
<p>Contemporary communication techniques for use in business and industry. Principles and practice of oral reporting, persuasive speaking, conference participation, and interpersonal interaction.  <b>Note:</b> COMS majors are urged to take COMS 104 instead of COMS 103.</p>	<p>Nonverbal communication will focus on the nonverbal aspects of human communication. Students will learn the vocabulary of nonverbal communication (NVC) as we examine the nature of NVC, NVC Codes, and the effects of NVC on messages we receive and send. In addition, we will consider nonverbal behaviors in interpersonal relationships, intercultural communication and research in nonverbal.</p>
<b>COMS 104. Persuasive Public Speaking.</b> 3 Units <b>Prerequisite(s):</b> COMS 2, COMS 4, or instructor permission. <b>Term Typically Offered:</b> Fall, Spring	<b>COMS 116. Intercultural Communication.</b> 3 Units <b>Term Typically Offered:</b> Fall, Spring, Summer
<p>Advanced public speaking focusing upon persuasive strategies, principles and techniques.</p>	<p>Analysis of factors which influence communication between individuals of different cultures and cocultures. Discussion and practical application.</p>
<b>COMS 105. Communication in Small Groups.</b> 3 Units <b>Term Typically Offered:</b> Fall, Spring, Summer	<b>COMS 117. Multimedia Communication.</b> 3 Units <b>Prerequisite(s):</b> COMS 106 <b>Term Typically Offered:</b> Fall, Spring
<p>Theory and practice in small group communication. Topics include leadership, meeting management, evolution of group norms, phases of group development, communication networks, good communication techniques, conflict management, and problem solving in a variety of contexts.</p>	<p>Students create and integrate information and digital media with the purpose of informing or persuading an audience. By identifying communication needs, students learn to prepare multimedia presentational aids and standalone multimedia presentations for distribution in online environments. This course features topics in visual communication, story-boarding, presentation and delivery.</p>
<b>COMS 106. Digital Media Creation - An Introduction.</b> 3 Units <b>Term Typically Offered:</b> Fall, Spring	<b>COMS 118. Survey of Public Relations.</b> 3 Units <b>Prerequisite(s):</b> At least one college writing course in ENGL or JOUR with a grade of "C-" or better. <b>Term Typically Offered:</b> Fall, Spring
<p>Students learn multimedia authoring through the manipulation of digital media download legally from online repositories. Students learn how to digitally edit pixel-based images, vector images, audio, video and 3D models, while learning the principles that govern all digital media. The course uses Open Source and specialized software.</p>	<p>Introduces the student to publics, organization-environment relationships, structures, practices, and processes from a communication theory and research perspective. Specifically, the student is introduced to the multi-phased approach to public relations, an approach that highlights the PR subprocesses of task identification, task analysis, and task performance.</p>
<b>COMS 108. Family Communication.</b> 3 Units <b>Prerequisite(s):</b> COMS 8 or FACS 50 or SOC 166, or instructor permission. <b>Term Typically Offered:</b> Fall, Spring	<b>COMS 119. Conflict Resolution Through Communication.</b> 3 Units <b>Term Typically Offered:</b> Fall, Spring
<p>Family as a small group with emphasis on understanding and interpreting the dynamics of family communication and socio-psychological theories. Cross Listed: FACS 108; only one may be counted for credit.</p>	<p>Ways to identify, clarify, and resolve conflicts in dyads, groups, and organizations. Conflict is contrasted with disagreement, aggression, incompatible values, etc. The costs and benefits of conflict are explored.</p>
<b>COMS 110. Advanced Debate Workshop.</b> 1 Unit <b>Term Typically Offered:</b> Fall, Spring	<b>COMS 120. History of the Media.</b> 3 Units <b>Prerequisite(s):</b> COMS 55 or JOUR 55 or equivalent; may be taken concurrently. <b>Term Typically Offered:</b> Fall, Spring
<p>Participation in intercollegiate debate competition. Credit/No Credit</p>	<p>Examination of development of major mass communication media in the U.S. and of how the economics, content, regulation and audience use of the media have been affected by the way the media have evolved. Current issues and trends are discussed, as well as possible future development. Cross Listed: JOUR 120; only one may be counted for credit.</p>
<b>COMS 111. Debate Research Practicum.</b> 3 Units <b>Term Typically Offered:</b> Fall only	
<p>Directed research in the current intercollegiate debate topic; identification of issues, compilation of evidence, and case building.  <b>Note:</b> May be taken four times for credit with instructor permission.</p>	

- COMS 121. Media Aesthetics.** **3 Units**  
**Term Typically Offered:** Fall, Spring
- Overview and analysis of the primary aesthetic tools used to create messages in video and film. The basic properties of light, color, area, space, shape, sound, time and motion are defined and discussed as they relate to media production. Introduces students to the concepts and vocabulary necessary for effectively conceiving, producing or criticizing mediated messages. Designed primarily for students with interest in digital media. Provides a foundation for students working in media criticism.  
 Cross listed: FILM 121.
- COMS 123. Writing for Public Relations.** **3 Units**  
**Prerequisite(s):** JOUR 30; GEAR certification before Fall 09; or WPJ score of 80+; or 3-unit placement in ENGL 109M or ENGL 109W; or 4-unit placement in ENGL 109M or ENGL 109W and co-enrollment in ENGL 109X; or WPJ score 70 or 71 and co-enrollment in ENGL 109X.  
**Term Typically Offered:** Fall, Spring
- Organization and operation of communication media; practice in publicity and public relations techniques. Emphasis on clear writing and correct public relations formats such as releases, PSAs, articles, and speeches.  
 Cross listed: JOUR 123
- COMS 126. Motion Graphics in Film and Video.** **3 Units**  
**Prerequisite(s):** COMS 20A, COMS 20B and COMS 26 or both COMS 27A and COMS 27B each with a grade of "B-" or better or instructor permission.  
**Term Typically Offered:** Fall, Spring
- Artistic and technical skills employed when capturing and editing photographic, audio, and video data files. Data files are prepared for export into multimedia authoring applications. Mastery of appropriate hardware and software.
- COMS 128. Intermediate Production.** **3 Units**  
**Prerequisite(s):** FILM/COMS 20AB with a grade of "C" or better. FILM/COMS 27AB with a grade of "C" or better.  
**Term Typically Offered:** Fall, Spring
- Continued exploration of the digital filmmaking process through lecture, lab, and practical application. Project-based learning emphasizes working as a crew and the three distinct stages of production: prep, production, and post. Students write, produce, direct and edit original content to bring projects to fruition.  
 Cross-listed: FILM 128.
- COMS 133. The Documentary Film.** **3 Units**  
**Term Typically Offered:** Fall, Spring
- Examines the historical, development, and present state of documentary film. Emphasis is on both understanding and critically analyzing the significance of various genres of the documentary and its uses as a tool for information, proselytizing, education, and propaganda.
- COMS 140. Online Collaboration.** **3 Units**  
**Term Typically Offered:** Fall, Spring
- Students learn to communicate in virtual environments in real-time and asynchronously. Students survey current technologies for collaboration, explore psychological and cultural aspects of individuals working and communicating in teams across computer networks, and identify strategies to foster cooperatives in distributed work.
- COMS 142. Film As Communication.** **3 Units**  
**Term Typically Offered:** Fall only
- Explores the uses of film as a tool of communication.
- COMS 143. Theories of Interpersonal Communication.** **3 Units**  
**Prerequisite(s):** COMS 8 or equivalent; COMS 100A may be taken concurrently.  
**Term Typically Offered:** Fall, Spring, Summer
- One-to-one communication between individuals in both social and task settings. Theories of communication during the growth and decay of relationships, as well as research on the forces behind relational dynamics. Topics include nonverbal communication, self concept, communication of self, theories of conflict resolution, communication competence and the rhetoric of disconfirmation.
- COMS 145. Organizational Communication.** **3 Units**  
**Prerequisite(s):** COMS 100A.  
**Term Typically Offered:** Fall, Spring, Summer
- Basic concepts of interpersonal and inter-group communication within formal and informal social organizations. Current techniques of auditing and evaluating organizational communication.
- COMS 150. Mass Communication Theories and Effects.** **3 Units**  
**Prerequisite(s):** COMS 55 or JOUR 55 or equivalent; and COMS 100A which may be taken concurrently.  
**Term Typically Offered:** Fall, Spring, Summer
- Survey of the major theories dealing with the relationship between the mass media and human communication behavior. Examination of research into the social, political, economic and cultural effects of mass communication.
- COMS 152. Freedom Of Speech.** **3 Units**  
**General Education Area/Graduation Requirement:** Social and Behavioral Sciences (4-A)  
**Term Typically Offered:** Fall, Spring
- Thorough introduction to issues related to freedom of speech and censorship, sections of the historical origins of free speech, seditious speech, libel and slander, pornography and obscenity, commercial speech and advertising, symbolic speech and hate speech. The class brings a communication focus to addressing issues related to the First Amendment.
- COMS 153. Journalism Law and Ethics.** **3 Units**  
**Term Typically Offered:** Fall, Spring
- Laws and regulations that govern print, broadcast, and the electronic mass media in the U.S. Discusses the process by which laws and regulations are enacted and interpreted as well as legal and regulatory issues concerned with the content, control, political role and responsibilities of media practitioners, regulators, Congress, and the public.  
 Cross listed: JOUR 153
- COMS 154. Instructional Design and Training.** **3 Units**  
**Term Typically Offered:** Fall, Spring
- Communication theory and practice in organizational training. Surveys instructional communication theory and the instructional design process. Focus on effective communication in training contexts. Topics include needs assessment, training design, training evaluation and training delivery via electronic media.

- COMS 155. Survey of World Cinema. 3 Units**  
**Term Typically Offered:** Fall, Spring
- A historical review of the development of major international film styles and themes. Concepts derived from this study of international film are then used as a basis to analyze contemporary films of India, Asia, and Africa. Emphasis is on both the development of formal film technique and a comparison of the unique cultural values that shape the film narrative and style.
- COMS 157. Video Art. 3 Units**  
**Prerequisite(s):** ART 97 or COMS 27A/Film 27A and COMS 27B/Film 27B.  
**Term Typically Offered:** Fall, Spring
- The creation and analysis of video artwork; including techniques of video production, post-production manipulation and critique, within the context of art and communication. The techniques and theory of producing and editing video will serve as a foundation for the pursuit of individual, creative projects.  
 Cross-listed as ART 147; only one may be counted for credit.
- COMS 158. Public Relations Planning and Management. 3 Units**  
**Prerequisite(s):** COMS 118 and COMS 123 or JOUR 123 with grade of "C-" or better.  
**Term Typically Offered:** Fall, Spring
- Theoretical concepts to the solution of problems for pre-selected non-profit and campus clients by forming small group PR agencies; completing needs assessments; profiling target and secondary audiences; developing and implementing a strategic public relations plan; producing targeted messages for media kits and other uses; developing and evaluating formative and summative evaluation plans; and making formal in-class presentations to peers, clients and invited PR professionals. Students will also learn how to negotiate contracts, maintain client relations, track work on projects and develop timelines and budgets.  
 Cross Listed: JOUR 158; only one may be counted for credit.
- COMS 160. Political Communication. 3 Units**  
**Term Typically Offered:** Fall only
- Analyzes the relationship between mass media and political decision-making, including a structural analysis of political and media institutions. Particular attention on the formation of public opinion through messages and strategies, and the impact of public opinion on public policy.
- COMS 161. Health Communication. 3 Units**  
**Term Typically Offered:** Fall, Spring
- Communication principles and techniques as they apply to the many facets of health care, health education and promotion, and research in health communication. Emphasis on understanding and improving communication among health professionals, and between health professionals and clients. Explores the rapidly emerging field of health communication. Selected concepts and theories of human communication are directly applied to communication problems and situations in health care settings through the use of case studies. In addition, pertinent research that helps explain human interaction in health care is incorporated through readings and discussions.
- COMS 162. Gender Ideology and Communication. 3 Units**  
**Prerequisite(s):** COMS 100A  
**Term Typically Offered:** Fall, Spring
- Scholarly, theoretical and critical writings on the production and circulation of gender roles, images, and gender-types attributes through communication, with a special focus on mass-mediated communication such as television, video, and film.
- COMS 163. Propaganda, Power, & Manipulation. 3 Units**  
**Prerequisite(s):** COMS 100A.  
**Term Typically Offered:** Fall, Spring
- This course will map major moments in the development of power and propaganda as a communication apparatus, identify the discursive and media presentations of ideologies, and engage in struggles for control and resistance. Twentieth century propaganda sought to advance nationalism, advertise consumer society, and enact war. The 21st century clash of civilizations; couples media and events into circulation of acts of terror. With post-modern social media, novel interactions among communication apparatus, norms, and global entities generate new threats and opportunities.
- COMS 164. Visual Communication. 3 Units**  
**Prerequisite(s):** COMS 100B or equivalent, with a grade of C- or better.  
**Term Typically Offered:** Fall, Spring, Summer
- Comprehensive overview of the theoretical concepts and communication methodologies appropriate for analysis of contemporary visual messages. Focuses on rhetorical analysis of visual messages. Significant research and critical writing required.
- COMS 165. Communication and Religion. 3 Units**  
**Term Typically Offered:** Fall, Spring, Summer
- Examines the history, development and present state of religious communication. Discussion of the limits and challenges communication theories face when confronted with situations requiring them to describe the indescribable. Emphasis upon the communication methods in a religious context as well as the communication strategies, limits, and possibilities that are revealed in what is arguably the most extreme of communication situations: the intersection of religion and words.
- COMS 166. Theories of Persuasion and Attitude Change. 3 Units**  
**Term Typically Offered:** Fall, Spring
- Various theories of persuasion and attitude change, both classical and empirical, in terms of their effectiveness and social impact. Includes units on production and consumption of persuasive messages.
- COMS 167. Systems and Theories of Rhetoric. 3 Units**  
**Prerequisite(s):** COMS 100B or equivalent, with a grade of C- or better.  
**Term Typically Offered:** Fall, Spring, Summer
- Historical survey of theories of rhetoric. Provides a grounding in the dominant traditions of rhetorical thought, going back to its ancient roots, as well as a critical examination of how those traditions have evolved. Comparison/contrast of scope and value of rhetorical theories. Practice in critical writing.

**COMS 168. Approaches to Rhetorical Criticism. 3 Units**  
**Prerequisite(s):** COMS 100B or equivalent, with a grade of C- or better.  
**Term Typically Offered:** Fall, Spring, Summer

Analyzes in detail the texts of speeches, essays, media, and other forms of rhetoric on controversial issues in order to illustrate the varied forms of rhetorical action and the diverse modes of analysis and evaluation that can be applied to them. Examples are drawn from the rhetorical literature of contemporary oratory, prose, and media.

**COMS 168A. The Rhetoric of War. 3 Units**  
**Term Typically Offered:** Fall, Spring

An examination of the rhetoric of war throughout American history including in-depth analysis of public address, events, campaigns, media flows, and statements surrounding America's involvement in world conflicts. Applying the tools of Rhetorical Criticism to an analysis of public communication about war with a focus on justifications for war, war films, the rhetoric of war protest movements, media coverage of warfare, and public debates about issues of war and peace. Significant research and critical writing required.

**COMS 169. Television Criticism. 3 Units**  
**Prerequisite(s):** COMS 100B or equivalent, with a grade of C- or better.  
**Term Typically Offered:** Fall, Spring, Summer

Introduction to television criticism theory and to various critical methods with which television program texts may be analyzed. Current theoretical and critical issues in the function of criticism and the role of the critic are addressed through readings, writing assignments, screenings and discussion.

**COMS 170. Data Analysis in Communication Research. 3 Units**  
**Prerequisite(s):** COMS 100C or equivalent with a grade of "C-" or better; or instructor permission.  
**Term Typically Offered:** Fall, Spring, Summer

Introduction to the application of data analysis to the study of communication processes.

**COMS 171. Survey Methods in Communication Research. 3 Units**  
**Prerequisite(s):** COMS 100C or equivalent with a grade of "C-" or better; or instructor permission.  
**Term Typically Offered:** Fall, Spring, Summer

Techniques of survey research in communication, including sampling, questionnaire construction, interviewing, data analysis, and report writing. Each student designs and executes a research project.

**COMS 172. Content Analysis. 3 Units**  
**Prerequisite(s):** COMS 100C or equivalent with a grade of "C-" or better; or instructor permission.  
**Term Typically Offered:** Fall, Spring

Content analysis as a research technique in communication. Emphasizes design and execution of content analysis studies in a wide range of communication situations. Each student completes several short studies and a major project.

**COMS 172A. Qualitative Research Methods in Communication. 3 Units**  
**Prerequisite(s):** COMS 100B, or instructor permission.  
**Term Typically Offered:** Fall, Spring

Focuses on qualitative research methods as one methodological option to use in scholarly research. Emphasizes the design and execution of a qualitative research project using tools such as interviewing, focus groups, and observational methods. Each student designs and completes a research project.

**COMS 173. Communication, Language and Culture. 3 Units**  
**Prerequisite(s):** COMS 100A.  
**Term Typically Offered:** Spring only

Cross-cultural exploration of communication and social interaction; relationship between language and society; cross-cultural implications of values embedded in message production, transmission, and interpretation; studies of how language influences perception and organization of social reality; linguistics, information and message transmission.

**Note:** Restricted to junior and above or instructor permission.

**COMS 174. International Communication. 3 Units**  
**Prerequisite(s):** COMS 100A.  
**Term Typically Offered:** Fall, Spring, Summer

Movement of mediated messages across and between national boundaries. Topics include news and entertainment flow, media systems and philosophies, cultural dependency and imperialism, the new world information order and communication development.

**COMS 176. Communication and Terrorism. 3 Units**  
**Prerequisite(s):** COMS 100A or instructor permission  
**Term Typically Offered:** Spring only

This course addresses the communication aspects of terrorism, including both the ways terrorism has been used to make political and religious statements worldwide; how the media cover those messages; and how we talk about those messages and the coverage they receive. The course draws on the cutting-edge communication research from international/ intercultural, political, mass communication, and computer-mediated communication sources. This is a course in the communication of terrorism. It is neither a course in the political science of terrorism nor in the criminal justice enforcement of counter-terrorism.

**COMS 179. Media, Sports, and Society. 3 Units**  
**Term Typically Offered:** Spring only

Examines and critiques the relationship between the mass media and sports. Reviews theoretical approaches for studying media and sports (including historical, sociological, psychological, political, and cultural studies perspectives), then examines how sport is mediated through literature, print journalism, radio, and television.

**COMS 180. Senior Seminar in Organizational Communication. 3 Units**  
**Prerequisite(s):** COMS 145; completion of 12 units of upper division COMS courses including COMS 100A.  
**Term Typically Offered:** Fall, Spring, Summer

Seminar on communication theories, techniques and research methodologies in the field of social and governmental organizational systems.

**COMS 181. Senior Seminar in Small Group Communication. 3 Units**

**Prerequisite(s):** COMS 105; completion of 12 units of upper division COMS courses including COMS 100A.

**Term Typically Offered:** Fall, Spring, Summer

Seminar on the ways theories of group communication are realized in actual social settings.

**COMS 182. Senior Seminar in Interpersonal Communication. 3 Units**

**Prerequisite(s):** COMS 8, COMS 143, and completion of 12 units of upper division COMS courses including COMS100A.

**Term Typically Offered:** Fall, Spring, Summer

Seminar on advanced theories of interpersonal communication. Sample topics include relational development, relational termination, communication and interpersonal attraction, and communication competence. Students present one in-class report and complete a major research paper.

**COMS 183. Senior Seminar in Media Issues and Ethics. 3 Units**

**Prerequisite(s):** COMS 55 or JOUR 55; COMS 150; completion of 12 units of upper division COMS courses including COMS 100A.

**Term Typically Offered:** Fall, Spring

Seminar on the functions and roles of communication media in contemporary society. Includes issues and ethical considerations associated with freedom, responsibility and control examined from the points of view of the media, the government and the public. Specific topics will vary.

**COMS 184. Social Media and Public Relations. 3 Units**

**Prerequisite(s):** COMS 118 Survey of Public Relations

**Term Typically Offered:** Fall, Spring

Examine and apply public relations principles and strategies to research, plan, execute, and evaluate social media management on different platforms. Through discussion, simulation projects, and certificate education, students explore brand communication strategies with different social media tools, social media policy, influencer marketing, employee advocacy, crisis social media, and social media measurement.

**COMS 186. Seminar in Health Communication. 3 Units**

**Term Typically Offered:** Fall, Spring

Examines how health messages impact individuals, communities, and mass audiences. Critiques health communication research, raises awareness about health-related messages in our daily lives, applies theories of health communication, and critically analyzes how the creation, sending, and reception of health messages impacts society. Sample topics include doctor-patient communication, cross-cultural communication about health, and mass media effects of health-related images in media.

**COMS 187. Issue Management and Case Studies in Public Relations. 3 Units**

**Prerequisite(s):** COMS 118; completion of 12 units of upper division COMS courses.

**Term Typically Offered:** Fall, Spring

Examines the management of issues in the public and private sectors including knowledge and skills in the communication activities and thinking processes that affect an issue's development. Uses case studies of organizations—governmental agencies, businesses, and not-for-profit entities to assess issue development and management by examining the fundamental questions confronting organizations: What should the particular organization do and how should it do it? Examines criteria for selecting among alternative options, and the relation of the organization to its environment. Explores the broader social, legal, and ethical implications of the organization's activities.

**COMS 188. Senior Seminar in Intercultural Communication. 3 Units**

**Prerequisite(s):** COMS 116; completion of 12 units of upper division COMS courses including COMS 100A.

**Term Typically Offered:** Fall, Spring, Summer

Critically examines and analyzes complex dynamics and concepts in communication and culture in a pluralistic society. Also relates various perspectives on intercultural communication theories and methods to an analysis of social interaction processes among culturally diverse groups. An interactive dimension includes problem-solving strategies.

**COMS 189. Practicum in Communication Training. 3 Units**

**Prerequisite(s):** COMS 145 and COMS 154 or instructor permission.

**Term Typically Offered:** Spring only

Students work in groups to complete organizational training projects within community organizations. After assessing the organization's needs, students design, conduct and evaluate training. Advanced readings and professional competencies are emphasized.

**COMS 190. Human Communication on the Internet. 3 Units**

**Term Typically Offered:** Fall only

Provides an in-depth study of communication models that summarize and explain the interaction of humans in electronic environments, especially the Internet. Students locate, organize, analyze, and synthesize the latest research in online communication and make connection between theoretical models and their own experiences.

**COMS 191. New Media and Society. 3 Units**

**Term Typically Offered:** Fall, Spring, Summer

The course examines contemporary social, cultural, political and economic topics regarding the adoption of digital media and the Internet. Students understand their role as citizens of a global knowledge-based society and the ethical dimensions brought by the new computer-enabled media environment.

**COMS 192. Senior Seminar in Film. 3 Units**

**Prerequisite(s):** Completion of the Film Studies upper and lower division core or COMS 142, and (GWAR Certification before Fall 09, or WPJ score of 80+, or at least a C- in ENGL 109M or ENGL 109W).

**Term Typically Offered:** Spring only

Research seminar that provides an in-depth investigation of film as an art form, a medium of mass communication and a means of personal expression. Subject will vary according to instructor.

Cross listed: FILM 192.

**COMS 194. Communication Studies - Related Work Experience.****3 - 6 Units**

**Prerequisite(s):** Open only to upper division or graduate students with appropriate course preparation. Units may not be used to meet COMS major, minor or graduate course work requirements. Consent of Communication Studies Department faculty advisor required. No more than 12 units may be counted toward the degree.

**Term Typically Offered:** Fall, Spring

Supervised employment in a company or agency working on communication studies-related assignments, arranged through the Department of Communication Studies and the Cooperative Education Program office. Requires preparation of application packet, completion of a 6 month full-time or part-time work assignment, and a written report. Credit/No Credit

**COMS 195. Internship in Communication Studies.****1 - 6 Units**

**Prerequisite(s):** COMS 100A, minimum 2.3 overall GPA.

**Corequisite(s):** COMS 100A.

**Term Typically Offered:** Summer only

Directed work experience in the internship program. Supervision is provided by both instructional staff and the cooperating agency. Faculty approval required.

Credit/No Credit

**COMS 196R. Latin American Rhetoric.****3 Units**

**Prerequisite(s):** COMS 100B

**Term Typically Offered:** Fall, Spring

This course combines historical and rhetorical perspectives to examine the development of Latin American public culture. Studying different types of public discourse that combine intellectual sophistication with literary merit (including speeches, essays, poetry, and art), will illuminate how a unique public culture developed in Latin America, born from the roots of European and indigenous traditions. As we analyze these texts, we will examine what contributions their authors make to the field of rhetoric and rhetorical theory.

**COMS 196S. Rhetoric of Food.****3 Units**

**Prerequisite(s):** COMS 100B, or instructor permission.

**Term Typically Offered:** Fall, Spring

This course focuses on analyzing the production and circulation of food rhetorics in public discourse. Utilizing rhetorical analysis through a critical/cultural lens, students will analyze public texts such as media, controversies, and events pertaining to our local, national, and global knowledge of food.

**COMS 196T. The Art of Storytelling: Theory and Performance.****3 Units**

**Term Typically Offered:** Fall, Spring, Winter

This course provides a comprehensive introduction to the art and craft of storytelling. Through a combination of theoretical discussions, practical exercises, and analysis of various storytelling forms, students will develop a foundational understanding of storytelling techniques. The course covers key elements such as plot development, character creation, setting, dialogue, and narrative structure. The course ends with a public performance by each student.

**COMS 196U. C. S. Lewis, Hannah Arendt, and George Orwell: Words, Meaning, and Totalitarianism.****3 Units**

**Prerequisite(s):** COMS 100b, may be taken concurrently

**Term Typically Offered:** Fall, Spring

Critical analysis of the works of Lewis, Arendt and Orwell, with particular attention to their commentary and analysis of totalitarian communication strategies. Explores the formation of fanatical and totalitarian discourse in the last century, and how three brilliant minds suggested it could be disarmed.

**COMS 199. Special Problems.****1 - 3 Units**

**Prerequisite(s):** COMS 100A.

**Term Typically Offered:** Fall, Spring

Individual projects or directed reading open to students who wish to attempt independent work. Faculty approval required. Credit/No Credit

**COMS 200A. Intro To Graduate Studies--Disciplinary History and Conventions.****1 Unit**

**Term Typically Offered:** Fall only

This course introduces students to graduate-level research in Communication Studies, acquainting students with the discipline generally, and the CSUS Department of Communication Studies specifically. During this course, students will learn the: culture and expectations of graduate study, areas of inquiry in the discipline, sources for advanced research (including journals and databases, etc.), and conventions such as academic writing. Students will also learn about disciplinary structures, requirements for various degrees, types of academic/scholarly organizations, and venues for showcasing research. **Note:** Required; COMS 200A and 200B can be taken in any order, and must be completed in the first two semesters of graduate study.

**COMS 200B. Intro To Graduate Studies--Paradigm and Methods.****1 Unit**

**Term Typically Offered:** Spring only

This course is an introduction and orientation to advanced research in Communication Studies, specifically focused on disciplinary paradigms and research methods. During this course, students will gain familiarity with the: culture and expectations of graduate study, various paradigms that underpin communication research, and the numerous methods used to research communication across various contexts, including quantitative, qualitative, critical. Students consider ways to successfully integrate into the communication discipline through a variety of class discussions, readings, and activities.

**Note:** Required; COMS 200A and 200B can be taken in any order, and must be completed in the first two semesters of graduate study.

**COMS 201. Communication Theory.****3 Units**

**Term Typically Offered:** Fall, Spring

This course critically examines the theoretical and paradigmatic foundations of the communication discipline. Students will learn the role of theory in research, and analyze general theories of communication and specific theories of rhetoric, symbolic interaction, information processing, interpersonal communication, small group communication, persuasion, organizational communication, and mass communication. Students practice analyzing, synthesizing, and contrasting relevant bodies of literature and theory. Must be taken within first two semesters of graduate enrollment.

**Note:** Graduate standing or instructor permission required; Graduate Writing Intensive



- COMS 202. Quantitative Research Methods in Communication Studies.** 3 Units  
**Term Typically Offered:** Fall, Spring  
**Prerequisite(s):** Graduate student status or instructor permission.  
 Introduction to advanced quantitative research methods. Students will demonstrate their ability to apply at least one research perspective to a significant topic of interest in the discipline. Students are expected to produce a well-crafted research proposal as part of a culminating experience.
- COMS 203. Qualitative Research Methods in Communication Studies.** 3 Units  
**Term Typically Offered:** Fall, Spring  
 Introduction to advanced qualitative research methods. Students will critically review and analyze qualitative research, learn how to collect and analyze qualitative data, complete a qualitative research project about communication phenomena, and respond to the research projects of peers.
- COMS 204. Rhetorical Criticism.** 3 Units  
**Term Typically Offered:** Fall, Spring  
 Intensive examination of the methods used by rhetorical critics to define, explicate, and understand both how meaning occurs in texts as well as the scope and mechanisms of meaning that influence public life. A major critical paper is prepared by each student.
- COMS 206. Organizational Communication.** 3 Units  
**Term Typically Offered:** Fall, Spring  
 This course explores the foundations, research, and theories of organizational communication. Students examine and critique foundational theories and concepts in organizational research, and explore contemporary research topics. Students are expected to produce a well-crafted research project as part of a culminating experience.
- COMS 207. Relational Communication.** 3 Units  
**Term Typically Offered:** Fall, Spring  
 This seminar explores communication concepts, theories, and methods used to understand a broad array of relationship types. Relational communication within interpersonal, professional, romantic, family, and friendship interactions will be investigated. Includes an exploration of germinal and current quantitative, qualitative, and critical research regarding relational communication. As a part of the culminating experience, students will develop a research project examining a relational communication topic of their choice (e.g., relationship stages, support, conflict, social networks, and competence).
- COMS 208. International Communication.** 3 Units  
**Term Typically Offered:** Fall, Spring  
 This course uses qualitative (hermeneutic, ethnographic, discourse analysis) and quantitative methods to critically explore the infrastructure that allows for the movement of mediated messages across national boundaries, and the cultural, sociopolitical, and geopolitical effects of that transmission. Topics include news and entertainment flow, media systems and philosophies, cultural dependency and imperialism, the new world information order, communication development, and the role of racial, ethnic, gender, and national identity in an increasingly globalized mediasphere.
- COMS 209. Social Movements.** 3 Units  
**Term Typically Offered:** Fall, Spring  
 This course is devoted to the rhetorical study of genre and social movements. Students will use a historical lens to examine how genre develops into societal change. Students will develop papers to explicate the rhetorical dimensions of areas of social change.
- COMS 210. Media Effects.** 3 Units  
**Term Typically Offered:** Fall, Spring  
 Concentrated survey of mass media and an analysis of theories of media uses and effects. Students are required to conduct library research on a specific media-related topic and to present their findings orally.
- COMS 211. Media and Culture.** 3 Units  
**Term Typically Offered:** Fall, Spring  
 Introduction to the major approaches and concepts that are central to the study of the intersection(s) between media and culture. Students investigate the social structures of media industries (technological, philosophical, aesthetic, economic, political, etc.) and their cultural products (media artifacts, created of image and sound), while also considering the historical and theoretical framework necessary for understanding this critical space.
- COMS 212. Communication and Leadership.** 3 Units  
**Term Typically Offered:** Fall, Spring  
 This seminar explores the concept of leadership including current theory and research on the communicative aspects of leadership in a variety of contexts. Students will review a wide array of multidisciplinary scholarship using various methodologies through which leadership has been viewed. Leadership communication within organizations, small groups, and interpersonal settings will be explored. Students will develop a research project on a leadership topic of their choosing.
- COMS 213. Rhetorical Theory.** ✍️ 3 Units  
**Term Typically Offered:** Fall, Spring  
 Intensive examination of the development and current state of a variety of theoretical outlooks that inform rhetorical criticism. Relationship of theory and method is discussed.
- COMS 214. Health Communication.** 3 Units  
**Term Typically Offered:** Fall, Spring  
 Rigorous survey of how health messages impact individuals, communities, and mass audiences. The course includes an analysis of health communication theories, an overview of how health communication plays a role in individual, social, and macro-levels of society, and an evaluation of intentional and unintentional media effects on health beliefs, attitudes, and behaviors.
- COMS 215. Political Communication.** 3 Units  
**Term Typically Offered:** Fall, Spring  
 Examines the intersection of politics and mass communication in the United States. Topics will include normative theory of journalism; agenda-setting, framing, and priming; advertising; the sociology of news; war (including terrorism) and media; infotainment; media bias; hegemony theory; and the internet and politics.

- COMS 216. Intercultural Communication. 3 Units**  
**Term Typically Offered:** Fall, Spring
- This course introduces various theories, perspectives, and approaches to the study of intercultural communication to help understand the complex nature of intercultural communication research. The course considers intercultural communication in various contexts, such as a workplace, healthcare, media, tourism, and education.
- COMS 217. Applied Organizational Communication. 3 Units**  
**Term Typically Offered:** Fall, Spring
- This course asks students to consider the relationship between theory and practice in organizational communication research. Students will critically review relevant literature regarding applied organizational communication research. Students will apply organizational communication concepts, theories, and methods to their analysis of communication in organizations to craft a theoretically grounded, practically relevant study.
- COMS 219. Conflict Management. 3 Units**  
**Term Typically Offered:** Fall, Spring
- Review of theory and research regarding the role of communication in conflict management. The course considers conflict at interpersonal, group, organizational, and cultural levels.
- COMS 221. Instructional Communication Theory. 3 Units**  
**Term Typically Offered:** Fall, Spring
- Survey of dominant theories of instructional communication. Students read, study and critique prevailing bodies of literature which have a bearing on the study and practice of instructional communication. Theories are used to help students reflect on their own experiences as teachers and students and to generate new ideas for research in instructional communication.
- COMS 222. Instructional Communication Practicum. 3 Units**  
**Term Typically Offered:** Fall, Spring
- Examination of communication theory and research in instructional or training contexts. Designed for beginning teachers or organizational trainers. Centers on those communication principles which contribute to greater student/client learning and satisfaction. Emphasis on the development and implementation of instructional communication packages for adult learners.
- COMS 228. Corporate Advocacy and Public Policy. 3 Units**  
**Term Typically Offered:** Fall, Spring
- Explores "corporate advocacy" as a kind of rhetorical, persuasive transaction between Corporate America and those in its environment. Seeks to understand corporate America's role in the "policy process" (broadly defined), by analyzing the constituted authority for policy formation, the actual institutions involved in such formation, the interaction between/among these centers of power, the difference between authority and influence between/among these centers of power and influence, and how corporate America uses rhetorical messages to enhance various goals.
- COMS 230. Computer-Mediated Communication. 3 Units**  
**Term Typically Offered:** Fall, Spring
- Instruction and analysis of human and social Computer-Mediated Communications. Covers from how digital media affects representation and narrative to research on current uses of the Internet and the theoretical frameworks applied to summarize it. Includes a component of Computer Literacy that will help students understand Computer-Mediated Communication and use online collaborative tools efficiently. No previous computer knowledge is required.
- COMS 285. Colloquium for Teaching Communication Studies. 1 Unit**  
**Term Typically Offered:** Fall, Spring
- This colloquium is designed to facilitate the development, refinement, and maintenance of effective pedagogical methods and strategies for teaching communication studies courses. Strongly encouraged for student teachers across all disciplines.  
**Note:** May be repeated up to three times with permission of instructor.
- COMS 295. Apprenticeship in Communication Studies. 1 - 3 Units**  
**Term Typically Offered:** Fall, Spring
- Directed experience in research or teaching using an apprenticeship model. Students will work with faculty members to assist with teaching or research. Faculty and Graduate Committee approval required prior to enrollment.  
**Note:** Faculty and Graduate Committee approval required prior to enrollment
- Credit/No Credit
- COMS 296A. Communication Research Methods. 1 Unit**  
**Term Typically Offered:** Fall, Spring
- This one-unit module provides an in-depth look at a particular communication research method or data analysis technique. Content varies.  
**Note:** 1 unit, repeatable.
- COMS 296B. Communication Topics. 1 Unit**  
**Term Typically Offered:** Fall, Spring
- This one-unit module provides an in-depth look at a particular communication research topic or theory. Content varies.  
**Note:** Course may be repeated so long as the topic is different.
- COMS 297. Directed Study and Comprehensive Examination. 1 - 3 Units**
- Prerequisite(s):** Must be advanced to candidacy.  
**Term Typically Offered:** Fall, Spring
- Structured and supervised reading program for MA candidates preparing for comprehensive examinations. Should be taken after completion of all other requirements for the degree. Credit given upon successful completion of comprehensive examinations. Examining committee determines the number of units to be credited.  
**Note:** Open to students who have been advanced to candidacy and have secured permission of the chair of their examining committee and the Graduate Coordinator.

Credit/No Credit

**COMS 298. Colloquium In Communication. 3 Units****Term Typically Offered:** Fall, Spring

A seminar on a communication topic of contemporary concern. Topic may change from semester to semester. May be taken for credit more than once, provided topic is not repeated.

**COMS 299. Independent Study. 1 - 3 Units****Term Typically Offered:** Fall, Spring

Individual projects or directed reading open to students wishing to attempt independent work and research. Faculty and Graduate Committee approval required the semester prior to enrollment.  
Credit/No Credit

**COMS 500. Culminating Experience. 3 - 6 Units****Prerequisite(s):** Advanced to candidacy and chair permission of his/her thesis or project committee.**Term Typically Offered:** Fall, Spring

Completion of a thesis or project approved for the Master's degree. Thesis or project prospectus committees determine the number of units to be credited.